



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**B.Sc. International Hospitality Management**

Type: Semester End Assessment (SEA)

Date: 07/01/2025

Batch and Term: 2022-2025 and Term 8

Total Marks: 25 Marks

Time Duration: 2 Hours

Course Name: Marketing Strategy for Hospitality, Tourism and Leisure

Course Code: IHCH118

Instructor: Ms. Nelissa Alcasoas

This paper contains 02 pages in addition to the cover page.

Full Name of the Student: \_\_\_\_\_

Permanent Registration Number: \_\_\_\_\_ Class: \_\_\_\_\_

Marks Obtained: \_\_\_\_\_ Faculty Signature: \_\_\_\_\_ Invigilator Signature: \_\_\_\_\_

Main Answer Sheet	Number of Supplements	Total Number of Answer Sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.

## Answer all questions

**Q.I.** The term “critical incident” refers to a service encounter where the customer is extremely dissatisfied with the service firm and/or its staff. A critical incident is where the consumer believes that the service provider has “crossed the line” and the level of service is simply unacceptable. In these situations, some consumers will choose to switch service providers, whereas others will complain directly to the firm, or post messages on social media regarding the situation.

Here is a list of potentially critical incidents for a customer of a Hotel:

- AC not working in room
- Long check in time
- Other loud customers
- Extra charges for transportation
- Rude service encounter

### Questions

a) From the above critical incidents list – if these were to occur to a customer, what could the service firm do to rectify (that is, implement service recovery) the situation and “save” the customer’s business? **(10 Marks)**

**Q.II.** Draw the Product Life Cycle of the following product and explain which stage it is currently in – **Zara Winter Collection Coat**. Based on the stage in the product life cycle, identify what the sales, profits and competition would be for the product. Identify the marketing strategy that the firm should adopt during the current stage. **(10 Marks)**

**Q.III. Choose the best option –** **(5 Marks)**

- 1) Which of the following tools helps analyse competitive pressures in an industry?
  - A) BCG Matrix
  - B) SWOT Analysis
  - C) Porter's Five Forces
  - D) Ansoff Matrix

- 2) In a SWOT analysis, opportunities and threats are considered:
- A) Internal factors
  - B) External factors
  - C) Strengths
  - D) Weaknesses
- 3) Which of the following is a distribution issue faced by companies entering international markets?
- A) Consumer behaviour analysis
  - B) Identifying the right product features
  - C) Ensuring efficient supply chain management
  - D) Establishing competitive pricing strategies
- 4) Strategic marketing involves all of the following EXCEPT:
- A) Aligning marketing strategies with business goals
  - B) Implementing short-term promotional campaigns
  - C) Assessing external opportunities and threats
  - D) Evaluating market trends and consumer behaviours
- 5) Which of the following is NOT a common tool in international marketing communications?
- A) Global advertising campaigns
  - B) Social media marketing
  - C) Localized product packaging
  - D) Price reduction strategies for specific regions